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FOR IMMEDIATE RELEASE:

4TH OF JULY COMES THROUGH WITH FLYING COLORS!

Perfect Weather Makes for a Perfect Holiday Weekend in NH!

Concord, New Hampshire, July 6th, 2010 – July 6th, 2010 - Mother Nature gave New Hampshire four days of gorgeous weather this past weekend and residents and travelers took full advantage of it! Traffic through the tolls was up 9.1% over last year's July 4th weekend and traffic on average for Friday through Monday was up 7.5%.

"We have heard from properties around the state and it's looking like the best holiday weekend in years for many people," said Tai Freligh, Communications Manager for the NH Division of Travel and Tourism Development. He added, "Campgrounds were full, beaches and lakes were busy and our state parks were bustling with activity. Pawtuckaway State Park had to be closed for the first time in years because it was full!"

Here's what members of New Hampshire's tourism industry had to say about the Memorial Day Weekend...broken down by region:

STATEWIDE

Amy Bassett, Spokesperson, NH Division of Parks & Recreation

"The holiday weekend was a busy one in State Parks. All locations hosted near capacity visitors whether it was a campground, beach or day-use area."

Gregg Pitman, Executive Director, NH Campground Owner's Association

"New Hampshire is made for camping. We have beautiful scenery, woods, mountains, lakes, rivers, quaint towns and lots of attractions. Camping is a wonderful opportunity for families to make memories around the campfire that will last a lifetime."

SEACOAST

B.J. "Doc" Noel, President, Hampton Area Chamber of Commerce

"This is the best 4th of July weekend that any of us can recall. The weather was in the high 80's here, the hotels were full, the restaurants were booming with business and we had the biggest fireworks show of the season. Well over 150,000 people at Hampton Beach. It could not be any better and looks as though it will continue through the week."

Elizabeth Farish, ME & NH Regional Site Manager, Historic New England, Governor John Langdon House

"We had a great Fourth of July celebration at the Langdon House. In celebration of Historic New England's 100th anniversary, the Portsmouth Black Heritage Trail's 15th anniversary and the Fourth of July, Thirst for Freedom was performed on the Langdon House grounds. 213 people came to watch the play and stay for the discussion on the meaning of freedom that followed."

Heidi Duncanson, Director of Marketing & Community Relations, Children's Museum of New Hampshire

"Children's Museum of NH offered half-price admission (\$4 on the 4th) and had the highest 4th of July attendance ever. Typically the 4th has been a slow day at the museum but our proximity to Dover's full day of family activities, concerts and fireworks really helped bring in the visitors! The fact that we are air-conditioned probably didn't hurt, either."

Kirt Schuman, Executive Director, Dover Chamber of Commerce

"Dover New Hampshire celebrated the Fourth of July with an all day celebration presented by Liberty Mutual. The day featured performances at the Rotary Arts Pavilion in Downtown Dover. The evening's headliner, Livingston Taylor, drew a crowd of over 10,000 people to downtown for a concert that lead into the City of Dover fireworks. Also the day featured a visit from the Gundalow, the first ever model gundalow race as well as amusements, activities and food vendors."

MONADNOCK



Jim Narkiewicz, President, Monadnock Travel Council

"The holiday weekend was a busy one with the great weather. It was a perfect holiday weekend with fireworks lighting the skies, parades, camping, picnics and spending time with family and friends. Many residents of NH traveled into the Monadnock Region from other regions of the state with the highest numbers outside the state coming from NY, MA and CT. International travelers came from France and high numbers were reported from Ontario, Canada. Lodging occupancy averaged 75%."

Jim Herne, Antrim State Welcome Center

"We had over 1,600 visitors for the four day weekend (Fri-Mon). There were a lot of campers and boats and many inquiries about camping and hiking."

Sue Tirrell, Assistant Park Manager, Monadnock State Park

"There were 3,100 hikers for the weekend and the camp sites were full on Friday and Saturday."

DARTMOUTH-LAKE SUNAPEE

Jane & Paul Raymond (and dogs Sushi & Lucy), Owners, Mascoma Lake Campground

"We are fully booked. This is the best season since we bought the campground. Everyone seems to be up beat and ready for camping."

Marilyn Gordon, Owner, Candlelite Inn

"We had a great weekend. Friday we had 3 rooms; Saturday we had all 6 rooms and Sunday we have 2 rooms. Wish every weekend was like this."

Pecco Baufays, Owner, Highland Lake Inn

"Highland Lake Inn was full because of a wedding at Bluewater Farm in Andover!"

LAKES REGION

Harold Chamberlin, American Legion Post #18, Organizer, Fourth of July Parade in Wolfeboro

"This was the biggest parade since 1970, likely in the history of the town, and the crowd too," describes "I've been marching since 1970 and I never took the amount of time it did this year. It was fun to see all the entries after seeing the paperwork describing them."

Mary DeVries, Executive Director, Wolfeboro Area Chamber of Commerce

"Accommodations establishments are telling of increases in room occupancies leading up to and through the holiday weekend. The fantastic weather motivated residents and visitors alike to get out and enjoy the great food, activities and shopping here in the Wolfeboro area."

Cheryl Martin, Owner, Emma Taylor and The Ribbon Studio

"The beautiful weather brought lots of summer visitors to Wolfeboro this holiday weekend. It was nice to see the town so busy and people enjoying themselves."

Jonathan Rivers, Owner, Indian Mound Golf Club

"Great weekend with many new faces; we've been real busy."

Dan Watson, Owner, Long Island Bridge Campground, LLC

"I must say this was a very successful 4th of July. We had all our sites rented and even had some in our overflow area."

Sandy Allan, Owner, Beaver Hollow Campground

"We had a great weekend...up over last year...weather and no sales tax were large contributors...many more younger families this year...great to see."

WHITE MOUNTAINS

Bruce Hicks, Marketing Elf, Santa's Village

"Santa's Village overall attendance for the 3 day weekend was on par with last year with the attendance on the 4th well above 2009. Our guests do appear to be staying longer and enjoying our new water park, Ho Ho H2o which opened June 26th. Many of our guests spent several hours at the water park as the children enjoyed the many interactive features on a very hot day!"

Jim Wefers, Marketing Director, Waterville Valley Resort Association

"Waterville Valley Resort saw an estimated 2% increase in guests, and a record setting 1,200 plus people at the free fireworks over Corcoran's Pond on Sunday night."

Janice Crawford, Executive Director, Mt Washington Valley Chamber of Commerce

"I am encouraged by the optimism businesses have for the remainder of the summer. Our members are the best bellwether for trends in Mt Washington Valley, and I'm convinced their optimism will breed positive results."



Carole, Owner, Scenic View Campground

"A great weekend at Scenic View with the pool a popular place to hang out. Our carnival was a big success and people danced the night away to a D.J under our canopy. Our occupancy was up by about 30% from last year. The weather was a big plus!"

Ken Lydecker, Owner, Riverside Inn

"We had a great weekend, the weather was perfect, and our guests enjoyed hiking, biking, kayaking, fireworks, and dining at 'Valley Originals'."

Nitesh Patel, Owner, Perry's Motels

"4th of July weekend went very well; better than previous years!"

Mary Ann Meyer, Owner, Mt Washington B&B

"I've noticed a huge increase in British guests. Also, folks from the Netherlands are back. I used to see a number of guests from the Netherlands, but the over the past four or five years there has been a big decrease - this year they are on the increase."

Richard Lefave, Owner, Old Red Inn and Cottages

"People in general are looking for deals. We offer a 15% discount for our Inn's 200th anniversary. We've also noted many last minute bookings this summer."

Deb Williams, General Manager, Lost River Gorge

"Attendance was up 8%-25% over the weekend days. Gift purchases were up for the first time this season. People were in a collective good mood."

Jayne O'Connor, President, White Mountains Attractions

"Numbers were up each day at the Visitor Center, with better weather and more consumer confidence. We had visitors from 12 different countries over the weekend."

Rob Arey, Owner, Polar Caves

"A sunny holiday weekend made a great weekend even better. The warm temps are leading us to declare 'Ice Out' in the ice cave earlier than ever recorded. For the overall holiday weekend we were up 10%."

Tom Brady, Owner, Six Gun City

"Figures for the weekend- admission up 32%, spending up 32%. Our campground was up 325%. What a great way to start of July. I think many people are suffering from frugal fatigue and they want to get out and once again enjoy all the great attractions we have to offer in the White Mountains."

Jerry Jacobson, Owner, Eagle Mountain House

"There is no comparison to last year with the awful weather in 2009. We saw a 45% growth over last year's 4th of July Holiday."

Ilja Chapman, Owner, Adair Country Inn

"No business Friday, only Saturday and Sunday night. Full restaurant Saturday, Sunday and still busy Monday night. Most people from MA, international and 1 NH. All ages. Activities mainly hiking."

John DeVivo, General Manager, Cannon Mountain Ski Area & Franconia Notch State Park

"For the business week ending on the 4th, Flume Gorge visits were up 21% over same week last year (up 10% for the season). Flume Gorge total revenue was up 20% over same week last year (up 11% for the season). Lafayette camper visits were up 35% over same week last year (up 33% for the season). Lafayette total revenue (not incl. Reserve America money) was up 25% over same week last year (up 16% for the season). Tramway visits were up 43% over same week last year (up 12% for the season). Echo Lake Beach and Cannon RV Park visits were both up over same week last year (both ahead for the season). Cannon (all-inclusive) total revenue was up 51% over same week last year (up 13% for the season)."

GRAND NORTH/GREAT NORTH WOODS

A. John Brosseau, Manager, Simon the Tanner

"As forecasted the weather was beautiful and unlike last year which was cold and rainy, we understandably had a huge increase of traffic pass in front of our store on Routes 2 and 3. We noted a large influx of customers coming from CT and MA as is typical for the nice weather. People were also traveling thru from Virginia, Maryland, Michigan and California. We did about as much business this year as last year even though traffic increased."

Heather Piche, Owner, North Woods Rafting

"We had a terrific 4th of July holiday weekend. The weather was beautiful and we had close to 100 people on the river at different times."



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ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.